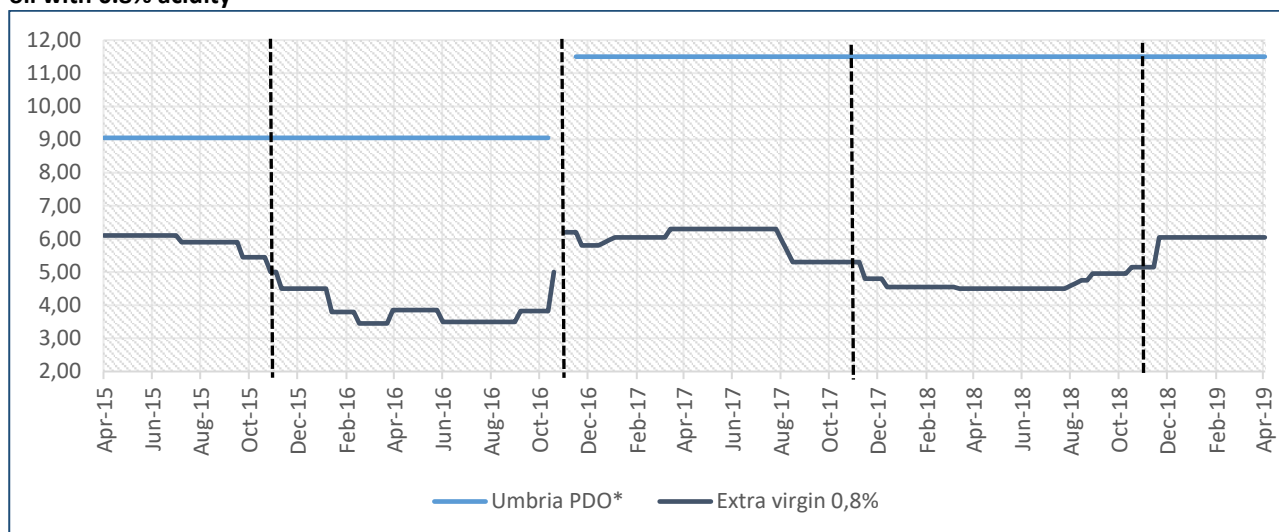


**PRICE OF MADE IN ITALY PRODUCT:
UMBRIA PDO EXTRA VIRGIN OLIVE OIL – MAY 2019**

Figure 1: Weekly average wholesale price (€/kg) of the UMBRIA PDO extra virgin olive oil and the extra virgin olive oil with 0.8% acidity



Source: Unioncamere-BMTI computation on data collected by the Perugia Chamber of Commerce. The price is computed as the average between minimum and maximum of the wholesale price. The extra virgin olive oil containing an acidity of no more than 0.8% has been selected as the generic product.

* bottled from 1.1 to 1.5 (per liter)

Table 1: Average wholesale price (€/kg) of the UMBRIA PDO extra virgin olive oil and the extra virgin olive oil with 0.8% acidity by campaign*

	2015-2016	2016-2017	2017-2018	2018-2019	Var.% 2018-19/ 2017-18
Umbria PDO	9,05	11,50	11,50	11,50	→ 0,0%
Extra virgin 0,8%	3,88	5,96	4,66	5,95	↑ 27,7%

Source: Unioncamere-BMTI computation on data collected by the Perugia Chamber of Commerce.

* 1 November – 31 October

Table 2: Average wholesale price (€/kg) of the UMBRIA PDO extra virgin olive oil and the extra virgin olive oil with 0.8% acidity by month

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	Var.% Apr-19/ Mar-19	Var.% Apr-19/ Apr-18
Umbria PDO	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	11,50	→ 0,0%	→ 0,0%
Extra virgin 0,8%	5,03	5,38	6,05	6,05	6,05	6,05	6,05	6,05	6,05	5,45	5,05	4,87	4,38	→ 0,0%	↑ 34,4%

Source: Unioncamere-BMTI computation on data collected by the Perugia Chamber of Commerce.

MAIN FINDINGS FOR THE 2018/2019 SEASON:

- ✓ Contrary to the drop in the national production of oil, the production in Umbria has recorded a marked rise as compared to the 2017/2018 season. This is the main reason underlying the stability showed by the **price of the Umbria PDO extra virgin olive oil**. Such a trend is in marked contrast to the annual price rise observed for the conventional extra virgin oil.
- ✓ The wholesale price of the Umbria PDO extra virgin olive oil has held steady at 11,50 €/kg (computation on the Perugia Chamber of Commerce), unchanged from the 2017/2018 season. On the other hand, the price of the conventional extra virgin oil showed a sharp increase, 27,7% more compared to the previous season.
- ✓ The upward price trend of the conventional extra virgin oil has shrunk the gap with respect to the Umbria PDO, dropping to 5.55 €/kg from 6,84 €/kg in the 2017/2018 season.

